## AMENDMENTS TO THE CLAIMS

1. (Previously presented) A method of programming a media-based device over a network, the method comprising:

enabling an advertisement for a broadcast program to be provided on a first web site, wherein the broadcast program is scheduled to be broadcast at a predetermined start time;

enabling selection of the advertisement; and

in response to selection of the advertisement, automatically remotely programming the media-based device to record the broadcast program at the predetermined start time.

2. (Previously presented) The method according to claim 1, wherein the advertisement comprises a hyperlink to a second web site capable of accessing the media-based device, the hyperlink being embedded in the first web site.

3. (Previously presented) The method according to claim 2, wherein enabling selection of the advertisement and allowing automatic programming of the media-based device are invoked by one click on the hyperlink.

4. (Previously presented) The method according to claim 2, further comprising:

allowing the second website to monitor a count of a number of times the hyperlink is selected; and

enabling the second website to periodically collect revenue from the first website based on the count.

5. (Previously presented) The method according to claim 4, wherein the revenue comprises a percentage of advertising revenue associated with the advertisement.

6. (Previously presented) The method according to claim 1, wherein the media-based device comprises a video replay system.

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7. (Previously presented) The method according to claim 1, wherein enabling selection of the advertisement comprises:

enabling identification of a user selecting the advertisement; and

enabling authentication of the user with the media-based device.

8. (Previously presented) The method according to claim 7, wherein enabling identification of a user selecting the advertisement comprises:

allowing identification of a cookie associated with the user; and

enabling the cookie to be forwarded to the media-based device.

9. (Previously presented) The method according to claim 8, wherein the cookie is extracted from a client enabled to communicate with the first website.

10. (Previously presented) The method according to claim 8, wherein the cookie is extracted from a computer hosting the first website.

11. (Previously presented) The method according to claim 7, wherein enabling identification of a user selecting the advertisement comprises:

enabling linking of the first web site to a second web site;

allowing navigation to the second web site; and

in response, the second web site enabling prompting of a user for identification data.

12. (Previously presented) The method according to claim 7, wherein enabling identification of a user selecting the advertisement comprises:

enabling determination of a URL for the first web site; and

enabling determination of partner identification information associated with the first web site.

13. (Previously presented) The method according to claim 1, wherein allowing automatic programming the media-based device to record the broadcast program comprises:

enabling determination of a user associated with the media-based device;

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allowing navigation from the first web site to a second web site; and

allowing the user to log into the second web site.

14. (Previously presented) The method according to claim 1, wherein the advertisement comprises a clickable online advertisement for a broadcast program to be aired.

15. (Previously presented) The method according to claim 14, where broadcast program comprises a television program.

16. (Previously presented) The method according to claim 14, where broadcast program comprises a cable program.

17. (Previously presented) The method according to claim 14, where broadcast program comprises a pay-per-view program.

18. (Previously presented) The method according to claim 14, where broadcast program comprises a satellite-based program.

19. (Previously presented) A method of programming a media-based device to record content through a web-based application, comprising:

receiving a selection of an advertisement of a broadcast program to be aired at a predetermined start time;

extracting identification information associated with a user making the selection and with the broadcast program;

accessing a source web service in response to the user selection received;

logging into the source web service using the identification information; and

the source web service programming the media-based device to record the broadcast program selected at the predetermined start time.

20. (Previously presented) The method according to claim 19, wherein the media-based device records the broadcast program with one click from the user of the advertisement.

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21. (Previously presented) The method according to claim 19, wherein the advertisement comprises a clickable online advertisement for a broadcast program.

22. (Previously presented) The method according to claim 19, further comprising: collecting revenue based on the advertisement selected.

23. (Previously presented) The method according to claim 19, wherein the media-based device comprises a digital video recorder.

24. (Previously presented) A computer-implemented method for controlling a media-based device through a virtual browser, the method comprising the steps of the virtual browser:

receiving from a client system a selection of an advertisement of a broadcast program to be aired;

extracting identification information associated with a user making the selection and with the broadcast program;

accessing an online web service using the identification information; and

invoking the media-based device to record the broadcast program selected, wherein the media-based device is different from the client system.

25. (Previously presented) The method according to claim 24, wherein the media-based device records the broadcast program with one click of the advertisement.

26. (Previously presented) The method according to claim 24, wherein the advertisement comprises a clickable online advertisement for the broadcast program.

27. (Previously presented) The method according to claim 24, further comprising: collecting revenue based on the advertisement selected.

28. (Previously presented) The method according to claim 24, wherein the media-based device comprises a digital video recorder.

29. (Previously presented) A method for programming a media-based device that is network enabled, comprising:

receiving from a client system a user command that causes a first server to access a second server, the first server transmitting identifying information of the user to the second server;

the second server authenticating the user based on the identifying information, the second server accessing the media-based device over a network to program the media-based device with the identifying information, wherein the media-based device is different from the client system.

30. (Previously presented) The method according to claim 29, wherein the user command comprises the user clicking on an online advertisement hosted by the first server.

31. (Previously presented) The method according to claim 29, wherein the advertisement identifies a broadcast program to be aired, and the identifying information comprises data related to the broadcast program.

32. (Previously presented) The method according to claim 29, wherein the media-based device comprises a digital video recorder.

33. (Previously presented) A system, comprising:

a client side system enabled to allow selection of an online advertisement for a broadcast program while navigating a first web site, wherein the broadcast program is scheduled to be broadcast at a predetermined start time, and

a server side system enabled to automatically program a media-based device to record the broadcast program after selection of the online advertisement, the media-based device being communicatively coupled to the server side system over a network in response to the advertisement being selected.

34. (Previously presented) The system of claim 33, wherein the media-based device comprises a digital video recorder.

35. (Previously presented) A browser program product for programming a media-based device over a network, the browser program product being stored on a computer readable medium and adapted to perform the operations of:

enabling an advertisement for a broadcast program to be provided on a first web site, wherein the broadcast program is scheduled to be broadcast at a predetermined start time;

enabling selection of the advertisement; and

in response, automatically remotely programming of the media-based device to record the broadcast program after selection of the advertisement.

36. (Previously presented) The browser program product according to claim 35, wherein the media-based device comprises a digital video recorder.

37. (Previously presented) A computer server program product for programming a media-based device over a network, the computer server program product stored on a computer readable medium, and adapted to perform the operations of a virtual browser, comprising:

receiving a selection of an advertisement of a broadcast program to be aired at a predetermined start time;

extracting identification information associated with a user making the selection and with the broadcast program;

accessing an online web service using the identification information; and

invoking the media-based device to record the broadcast program selected at the predetermined start time.

38. (Previously presented) The computer server program product according to claim 37, wherein the media-based device comprises a digital video recorder.

39. (Previously presented) The computer server program product according to claim 37, wherein the advertisement comprises a clickable online advertisement for the broadcast program.

40. (Previously presented) The method according to Claim 13, wherein allowing automatic programming of the media-based device to record the broadcast program, further comprises:

allowing detection of whether the user selected the advertisement previously; and

in response to the user previously not selecting the advertisement, enabling the second web site to communicate with the media-based device to record the broadcast program.